



# Post-Meeting Follow-Ups: Advice and Templates



## Never underestimate the power of a good follow-up

Meetings are the most critical touchpoints sellers have with buyers. But with B2B sales cycles lasting longer than ever, it's unlikely a deal will close after just one meeting, or that all of the potential client's questions will be answered during it. As such, the importance of effective post-meeting messages can't be overstated, because they keep the buyer's interest warm, and the door open for future meetings.

### Seismic makes meeting follow-ups quick and easy

As an enablement platform, Seismic does a lot to streamline the end-to-end workflow of meetings – it provides a central library where it's simple to find the most relevant content for any situation and quickly personalize it using automated aids.

But with **Seismic for Meetings**, artificial intelligence (AI) is used to analyze speech and text, capturing data during the course of a meeting, including what topics were discussed, what content was used, what questions arose, and what action items require follow-up – tasks the seller traditionally had to keep track of in their head or remind themselves of by reviewing the meeting's lengthy recording. Instead, Seismic for Meetings takes that data and automatically generates a summary and transcript the seller can use to follow up right away with the most accurate answers and relevant content, shortening sales cycles and closing deals sooner.

### Emails are great, but digital sales rooms are better

While this document provides templates for different types of follow-up emails, it's important to consider that email may not be the ideal means of staying in touch with a prospective client.

That's why Seismic offers **digital sales rooms (DSRs)** – secure, customizable online environments where sellers can maintain contact with buying teams using a variety of methods, including seamless content sharing, tagging, commenting, and one-on-one chats. It's simply a more convenient way to maintain a buyer's attention and encourage their engagement.

But even if you have a DSR, the email templates below remain excellent guides for crafting follow-up messaging.

97%

of those who do not use enablement tech say that they often (19%) or sometimes (78%) are unable to locate the content they need when interacting with prospects and/or clients, and 91% of them say this makes them less productive.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

150%

more DSRs for their active opportunities.

Source: <https://seismic.com/magnitude/seismic-on-seismic/seismic-on-seismic-how-we-increase-revenue-with-digital-sales-rooms/>

# First post-meeting follow-up email

The following template captures the tone you should use and the information you should include in your post-meeting follow-up email. Ideally, you should send this email as soon as you can after the meeting. It might be later that same day or, if you need time to find answers for the buyer, the next day.

**SUBJECT LINE:** [BUYER NAME], thanks for meeting with me/us

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Hi [BUYER NAME],

Thanks again for taking the time to meet with me/us. I/we had a great time learning more about [BUYER ORGANIZATION] and how you wish to drive [OUTCOME 1] and [OUTCOME 2] to achieve [OVERALL GOAL]. *(NOTE: Refer to however many appropriate outcomes and goals the buyer has. Consider using a bullet list if there are three or more for either.)* As you know, [SELLER COMPANY] offers [VALUE PROPOSITION], which we believe makes us the perfect partner to help you realize those goals.

As we discussed, our [SERVICE/PRODUCT 1] drives [OUTCOME 1] by [BRIEF DESCRIPTION]. And our [SERVICE/PRODUCT 2] facilitates [OUTCOME 2] by [BRIEF DESCRIPTION].

But you also had some unresolved questions I can now answer for you. You mentioned [CONCERN 1]. [SELLER COMPANY] handles this by [ANSWER 1]. You also asked about [CONCERN 2]. After looking further into it, I can say [SELLER COMPANY] manages this by [ANSWER 2]. *(NOTE: Continue with as many concerns/answers as appropriate. If there are three or more concerns/answers, consider using a bullet list.)*

*(Optional; use only as appropriate):* To shine even more light on how [SELLER COMPANY] can bring your goals to life, I've attached some content I think you'll find interesting:

- [CONTENT 1], which [BRIEF DESCRIPTION]
- [CONTENT 2], which [BRIEF DESCRIPTION]
- [CONTENT 3], which [BRIEF DESCRIPTION]

*(NOTE: Continue listing as many content assets as appropriate.)*

If you have any more questions, please don't hesitate to let me know.

Sincerely,  
[SELLER NAME]  
[SELLER TITLE]  
[SELLER COMPANY]  
[SELLER PHONE NUMBER]  
[SELLER EMAIL ADDRESS]  
[SELLER COMPANY WEBSITE]



## Second follow-up email after no response

If you haven't received a response to your first follow-up email after a few days, it's time to reach out again. Do not assume at this point that the buyer isn't interested; they may simply be busy and require some reminding.

First, make sure the subject line is about them, not you. So, nothing like, "Did you see my last email?" or, "Just wanted to follow up." Start your message by acknowledging their business and briefly going over the answers to their unresolved questions.

Then, bring up a topic you know they'll find interesting – that wasn't previously discussed – bolstering it with new content—and that's in addition to any supplemental content you may have included in your first follow-up.

Doing this adds value to their correspondence with you, so you don't come across like you're selfishly nudging them to close the deal.

Near the end, you can briefly remind them how your company's value proposition aligns with their business pursuits.

With all this said, you may not receive a response to your second follow-up email either. Again, this doesn't necessarily mean the buyer isn't interested. Try following up three to four times within the first two weeks after your meeting and then once a month after that, employing the principles above.

**SUBJECT LINE:** Here's the information you asked for

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I realize you're quite busy and couldn't get around to my first email, but in case you simply didn't see it, I want to make sure you get clarification on the issues you raised during our meeting.

You asked about [CONCERN 1], and after looking into it, I can say that [ANSWER 1]. You also asked about [CONCERN 2], and I can say that [ANSWER 2].

I also came across the following content which, based on your questions, I think you'll find interesting and helpful:

[CONTENT 1], which [BRIEF DESCRIPTION]

[CONTENT 2], which [BRIEF DESCRIPTION]

[CONTENT 3], which [BRIEF DESCRIPTION]

In your efforts to achieve [GOAL] by driving [OUTCOME 1] and [OUTCOME 2], our [VALUE PROPOSITION] and our ability to [SERVICE/PRODUCT 1] and [SERVICE/PRODUCT 2] make [SELLER COMPANY] the perfect match.

I hope I've answered all your questions, but if not, please don't hesitate to let me know. I look forward to speaking with you again soon about how we can move forward together.

Best,

[SELLER NAME]

[SELLER TITLE]

[SELLER COMPANY]

[SELLER PHONE NUMBER]

[SELLER EMAIL ADDRESS]

[SELLER COMPANY WEBSITE]



# The follow-up email to rejection

It's inevitable that some buyers will conclude they're not currently interested in your product or service. If that's the case, they may tell you, or they may simply ignore you. In either case, it's important to reiterate your gratitude for their time and leave the door open to

future opportunities. Once more, including supplemental content may reignite their interest. Believe it or not, buyers often say 'no' several times before finally saying 'yes.' Keep that in mind, and don't be discouraged.

**SUBJECT LINE:** Thank you for the opportunity

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Hi [BUYER NAME],

Thanks again for taking the time to meet with me/us and letting me/us know your decision. While I'm/we're naturally disappointed to hear you feel our offer doesn't align with your current needs, I/we understand your choice and will absolutely take your feedback into account as we continue to refine our products and services, ensuring we provide our clients with the best solutions possible.

I/we hope that, even though we may not seem like the right fit this time around, you'll be open to working with us on future projects where our expertise could be of greater value. And in case the information we previously shared with you is what missed the mark, I've included some supplemental content that may offer greater clarity as to why we're so confident in our ability to help you achieve your goals:

[CONTENT 1], which [BRIEF DESCRIPTION]

[CONTENT 2], which [BRIEF DESCRIPTION]

[CONTENT 3], which [BRIEF DESCRIPTION]

If you have any further questions for me, please don't hesitate to reach out.

Until then, I/we wish you all the best.

Warm regards,

[SELLER NAME]

[SELLER TITLE]

[SELLER COMPANY]

[SELLER PHONE NUMBER]

[SELLER EMAIL ADDRESS]

[SELLER COMPANY WEBSITE]

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